Schick® And Skintimate® Debut New "Rock Your Legs" Music Video And Campaign In Partnership With Universal Pictures' Pitch Perfect 2

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Schick and Skintimate team up with Pitch Perfect 2 and actress Brittany Snow to introduce a total leg care routine called "Ready, Shave, Shine!" - encouraging women to celebrate the steps they take to rock their legs

SHELTON, Conn., April 6, 2015 /PRNewswire/ -- Schick® and Skintimate® brands are partnering with Universal Pictures' *Pitch Perfect 2*, in theaters May 15, 2015, to celebrate the different steps a woman takes each day to create a confident style as unique as the legs she stands on.

Experience the interactive Multimedia News Release here:
http://www.multivu.com/players/English/7490451-schick-skintimate-rock-your-legs/

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As part of the partnership, Schick and Skintimate are introducing the **Rock Your Legs** campaign – an integrated program that incorporates an original "Ready, Shave, Shine" music video, limited edition product in-store, an Aca-battle sweepstakes, movie trivia game, and in-film product placement as the new Schick Hydro Silk® TrimStyle® makes its movie debut. Schick and Skintimate are also partnering with *Pitch Perfect 2* star Brittany Snow to help introduce a three-step leg care routine that helps women think about leg care as more than just hair removal, but as a beauty ritual.

"*Pitch Perfect 2* doesn't just highlight great legs, it showcases the great work that comes when women work together," says Charlie King , Director of Schick and Skintimate brands, Energizer Personal Care. "We are thrilled to partner Universal Pictures' *Pitch Perfect 2* to celebrate the steps women take each day to rock their legs with confidence and beauty."

Ready, Shave, Shine!

The rallying cry "Ready, Shave, Shine!" is about giving women the confidence to rock their day by making them feel good about the legs they stand on. Schick and Skintimate offer at-home tools to help personalize a beauty routine that reflects every woman's individual style and empowers her to feel confident and beautiful in her own skin.

"Leg care is not just about hair removal, it's about caring for your legs and bikini area as part of an overall beauty routine," says Camilla Medeiros , Senior Brand Manager, Women's Shave, Energizer Personal Care. "Legs are such a vital part of your body and they deserve to be treated with the same care as a woman's face and hair. The core of the Rock Your Legs campaign is about introducing women to a personalized three-step leg care ritual. So, no matter what she stands for, Schick and Skintimate can help her stand confidently on great legs."

The three steps to confident, beautiful legs are:

- **One – Ready**: First, apply a moisturizing shave gel,
- **Two – Shave**: Use a razor that fits your unique needs,
- **Three – Shine**: Show off your legs with confidence, whether you use a luxurious moisturizer after the shower or accessorize them with a great pair of heels.

Actress Brittany Snow agrees that a leg care routine is important. "Taking care of my legs is a part of my everyday healthy body regime," says Brittany Snow , actress and star of *Pitch Perfect 2*. "I'm excited to partner with Schick and Skintimate to encourage women to rock their own legs and celebrate independent, confident women, as that is something I try to accomplish every day."

Experience Rock Your Legs

To celebrate the Rock Your Legs campaign, Schick and Skintimate enlisted acclaimed director/choreographer, Adam Shankman (best known for *Rock of Ages* and *Hairspray*) and his production company, Independent Media, along with Academy Award-winning (for *Avatar*) cinematographer Mauro Fiore , to create a *Pitch Perfect 2*-inspired original Rock Your Legs music video in order to turn a three-step leg care routine – "Ready, Shave, Shine!" – into an anthem for all women to rally around. Visit YouTube.com/RockYourLegs to watch the Basic Pitches perform their song, "Ready, Shave, Shine!" which debuts today.

Schick and Skintimate also asked female college a cappella groups to perform their rendition of "Ready, Shave, Shine!" for a chance to win the Schick and Skintimate Aca-Battle. Fans are invited to visit RockYourLegs.com between April 18, 2015 and May 15, 2015 to watch videos from the top three contenders, vote for their favorite and earn the chance to win daily prizes, as well as the ultimate prize - a chance to rock their legs all the way to Hollywood[i]!

Pitch Perfect devotees will also be able to show off their knowledge by entering the *Pitch Perfect* Trivia Quiz Sweepstakes from April 1, 2015 through May 15, 2015 for the chance to win weekly prizes[ii]. Lastly, all fans are invited to join the conversation online by using #RockYourLegs.

Rock Your Legs at Home

Now Schick and Skintimate are making it easier than ever for women to rock their legs like their favorite Barden Bella ! Beginning in April 2015, limited edition *Pitch Perfect 2* packaging will be available in stores nationwide for Schick Hydro Silk Razors, Skintimate Shave Gel, Schick Intuition®, Schick Quattro For Women® and Schick Xtreme3®.

Schick and Skintimate are also offering three new Women's Shave products:

- **NEW Skintimate Silky Skin Shave Gel**: With Moroccan Oil and a blend of Vitamin E, Olive Butter and Sunflower Oil to help replenish skin's natural moisture to provide unbeatable razor protection.
- **NEW Schick Hydro Silk TrimStyle:** Featuring the brand's most advanced hydrating shave technology on one end and a waterproof and adjustable bikini trimmer on the other, this razor delivers all your everyday leg and bikini care needs.
- **NEW Schick Intuition Revitalizing Moisture**: The only razor with a unique skin conditioning solid that lathers and moisturizes during shaving in one easy step, and now features refreshing citrus and tropical extracts infused within the Skin Conditioning Solid to provide an invigorating shaving experience.

For a limited time in major grocery stores, drugstores, Walmart and Target, receive a free* movie ticket from Fandango to see *Pitch Perfect 2* (*up to $10 total value) when you buy $10 worth of participating Schick and Skintimate women's shave products[iii].

Pitch Perfect 2 opens in theaters nationwide on May 15, 2015. To view the Rock Your Legs music video go to **www.YouTube.com/RockYourLegs** and for more information on the campaign and to learn how to participate, visit **www.rockyourlegs.com**.

ABOUT ENERGIZER PERSONAL CARE

Schick®, Skintimate®, Intuition®,Hydro Silk® and Quattro for Women® are products of Energizer Personal Care. A leading manufacturer of personal care products around the world, Energizer Personal Care is a subsidiary of Energizer Holdings Inc. (NYSE: ENR), headquartered in St. Louis, Missouri. It ranks as the world's second largest manufacturer and marketer of wet shave products for men and women. Energizer Personal Care markets products in over 100 countries worldwide under the Schick® and Wilkinson Sword® brands.

ABOUT *PITCH PERFECT 2*

The Barden Bellas are back in *Pitch Perfect 2*, the follow-up to 2012's smash hit. The comedy is helmed by Elizabeth Banks , co-star and producer of *Pitch Perfect*, and produced by Paul Brooks , Max Handelman and Banks. Writer Kay Cannon returns to the team to pen the next chapter. **www.pitchperfectmovie.com**

[i] NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A purchase or payment will not increase your chances of winning a prize. Open to legal residents of the 48 contiguous states of the United States and DC, 18 years of age and older (19 and older in AL & NE). Void in HI & AK & where prohibited. Sweepstakes begins at 12:00:01 AM ET on 4/18/15 and ends at 11:59:59 PM ET on 5/15/15. Subject to Official Rules, by which entrants are bound. Sponsored by: Energizer Personal Care, LLC, 6 Research Dr., Shelton, CT 06484.

[ii] NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A purchase or payment will not increase your chances of winning a prize. Open to legal residents of the 50 United States and DC, 18 years of age and older (19 and older in AL & NE). Void elsewhere & where prohibited. Sweepstakes begins at 12:00:01 PM ET on 4/1/15 and ends at 11:59:59 AM ET on 5/15/15. Subject to Official Rules, by which entrants are bound. Sponsored by: Energizer Personal Care, LLC, 6 Research Dr., Shelton, CT 06484. Fans can visit **www.rockyourlegs.com/pitchperfect2triviaquiz** to enter; follow the directions to answer the Pitch Perfect 2 trivia questions for the weekly current entry period and then complete and submit the online form to receive one (1) entry into the Weekly Drawing that corresponds to the current Weekly Entry Period. You do not have to answer the Trivia Questions correctly or complete all Trivia Questions in order to be entered into the Weekly Drawing. Weekly prizes will be awarded in a series of six (6) separate random drawings (six prizes will be awarded per Weekly Drawing) from all eligible entries received during each Weekly Entry Period. Odds of winning a prize will be determined by the number of eligible entries received during each Weekly Entry Period.

[iii] Buy any participating Schick® women's razors, refills or Skintimate® shave prep products with a combined value of $10 (pre-tax and post coupon) in one transaction during the offer period to receive a movie certificate. Movie Certificate is good towards one admission (up to $10 total value) to see *Pitch Perfect 2* at participating theaters in the U.S., at any showing including those designated as "no coupons, no passes" in local theater listing guides. Reward code must be activated by 6/30/15 and is void if not activated by the expiration date. Certificate expires on 7/31/15 and will be void if not used by the expiration date. If lost, cannot be replaced. No reproductions will be accepted. No cash value. No change will be provided. Internet access and printer required, and must bring printed certificate to the participating theater box office to redeem. Not valid with any other offer. Offer valid only in U.S. and valid for one-time use only. Not for resale; void if sold or exchanged. If cost of movie admission is more than maximum value of the movie certificate then user must pay the difference. For purchases made at Target, Walmart and CVS, click the following link for full offer terms: **www.activaterewards.com/SchickPP2**. For purchases made at Walgreens, Rite-Aid, Kroger, HEB, Wakefern, Meijer, Safeway, Ahold, Albertsons and Giant Eagle, click the following link for full offer terms: **www.activaterewards.com/PP2Schick**. Movie certificate is powered by Fandango Loyalty Solutions, LLC. ©2015 Fandango Loyalty Solutions, LLC. All Rights Reserved.

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ROCK YOUR LEGS


NEW
GIVES BACK MOISTURE
SEE THE MOVIE
PITCH PERFECT 2
Schick
HYDRO Silk
TrimStyle
HYDRATING RAZOR & waterproof BIKINI TRIMMER in 1
SHAVE
HYPOALLERGENIC SERUM
5 CURVE SENSING BLADES
TRIM
WATERPROOF
1 1 1
MOISTURIZES FOR UP TO 2 HOURS AFTER SHAVING


SEE THE MOVIE
PITCH PERFECT 2
Schick
Quattro
FOR WOMEN
Schick
ROCKYOURLEGS
Raspberry Rain
Sightmoke
3
Razors



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